

## **ASSOCIATION FOR COMPUTATIONAL LINGUISTICS (ACL)**

### **INVITATION TO SPONSOR CONFERENCES**

#### **IN 2020**

The Association for Computational Linguistics (ACL) provides the preeminent forum for dissemination of the latest developments in computational linguistics and natural language processing. The ACL, its regional chapter in Asia (AAACL), and the Special Interest Group on Linguistic data and corpus-based approaches to NLP (EMNLP) will host the following ACL-related conferences in 2020:

- AAACL-IJCNLP 2020 in Suzhou, China (4 – 7 December), inaugural meeting
- ACL 2020 in Seattle, Washington, USA (5 – 10 July)
- EMNLP 2020 in Punta Cana, Dominican Republic (8 - 12 November)

In the recent years, ACL conferences have enjoyed a growth spurt and now attract 1,800 to over 3,500 paying attendees, AAACL-IJCNLP 2020 conference is estimated to be between 600 and 800, and EMNLP conferences between 1,700 and 2,500.

This document summarizes sponsorship opportunities at the three upcoming conferences. The ACL also offers a “2-Pack” or a “3-Pack” which, for a single payment, gives access to sponsorship opportunities at two or three 2020 conferences of choice. The 2-Pack and 3-Pack will provide a significant discount, and an easy opportunity for global presence in the leading conferences on natural language processing.

Beginning last year, the ACL is also offering new opportunities to support our Diversity & Inclusion (D&I) initiatives. By adding a D&I Champion, D&I Ally or D&I Contributor sponsorship, you can broaden the pool of NLP/CL talent available to industry and academia, by making our conferences accessible to a range of participants who would otherwise have difficulty participating.

Further information on sponsorship opportunities can be obtained by contacting [sponsoring@aclweb.org](mailto:sponsoring@aclweb.org) or any of the Sponsor Chairs listed on page 9 of this booklet.

## LEVELS OF SPONSORSHIP

### DIAMOND SPONSORSHIP

AACL-IJCNLP 2020	\$ 6,000 USD
ACL 2020	\$30,000 USD
EMNLP 2020	\$22,000 USD
3-PACK	\$46,400 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$28,800 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$22,400 USD
2-PACK: ACL + EMNLP	\$41,600 USD

**Benefits:**

- Sponsorship of one conference Plenary Session
- Acknowledgement at commencement of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- One page mono advertisement in program booklet
- Company logo on conference bags
- Promotional material inserts in conference bags (up to three items)
- Inclusion of company logo in Diamond section on large, prominently displayed banner
- Complimentary double exhibition space up to 6.0 m wide x 2.0 m deep plus two complimentary staff registrations per day to manage the exhibit space
- Complimentary registration for five (5) company representatives to the main conference and any/all tutorials and workshops

### PLATINUM SPONSORSHIP

AACL-IJCNLP 2020	\$ 3,700 USD
ACL 2020	\$18,800 USD
EMNLP 2020	\$13,500 USD
3-PACK	\$28,800 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$18,000 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$13,760 USD
2-PACK: ACL + EMNLP	\$25,850 USD

**Benefits:**

- Sponsorship of one conference Plenary Session
- Acknowledgement at commencement of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- One page mono advertisement in program booklet
- Company logo on conference bags
- Promotional material inserts in conference bags (up to two items)
- Inclusion of company logo in Platinum section on large, prominently displayed banner
- Complimentary registration to the main conference for three (3) company representatives

### GOLD SPONSORSHIP

AACL-IJCNLP 2020	\$ 2,100 USD
ACL 2020	\$10,400 USD
EMNLP 2020	\$ 7,500 USD
3-PACK	\$16,000 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 10,000 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 7,680 USD
2-PACK: ACL + EMNLP	\$ 14,320 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material inserts in conference bags (up to two items)
- Inclusion of company logo in Gold section on large, prominently displayed banner
- Complimentary registration to the main conference for two (2) company representatives

### SILVER SPONSORSHIP

AACL-IJCNLP 2020	\$ 1,150 USD
ACL 2020	\$ 5,500 USD
EMNLP 2020	\$ 3,900 USD
3-PACK	\$ 8,450 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 5,320 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 4,050 USD
2-PACK: ACL + EMNLP	\$ 7,520 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Inclusion of company logo in Silver section on large, prominently displayed banner
- Complimentary registration to the main conference for one (1) company representative

### BRONZE SPONSORSHIP

AACL-IJCNLP 2020	\$ 575 USD
ACL 2020	\$ 3,015 USD
EMNLP 2020	\$ 2,130 USD
3-PACK	\$ 4,575 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 2,875 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 2,165 USD
2-PACK: ACL + EMNLP	\$ 4,115 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Inclusion of company logo in Bronze section on large, prominently displayed banner
- Promotional material insert in conference bags (one item)

### SUPPORTER SPONSORSHIP

AACL-IJCNLP 2020	\$ 380 USD
ACL 2020	\$ 1,880 USD
EMNLP 2020	\$ 1,340 USD
3-PACK	\$ 2,880 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 1,810 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 1,375 USD
2-PACK: ACL + EMNLP	\$ 2,575 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Promotional material insert in conference bags (one item)

### EXHIBITOR MANNED PER MAIN CONFERENCE DAY (Up to 3 Days)

AACL-IJCNLP 2020	\$ 700 USD
ACL 2020	\$ 700 USD
EMNLP 2020	\$ 700 USD
3-PACK	\$ 1,680 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 1,120 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 1,120 USD
2-PACK: ACL + EMNLP	\$ 1,120 USD

**Benefits:**

- Platinum Sponsors: Discount of \$400 per conference

**All Exhibitors:**

- One exhibition space up to 3.0 m wide x 2.0 m deep plus two complimentary staff registrations per day to manage the exhibit space
- Complimentary refreshments for 1-2 exhibit staff

### EXHIBITOR UNMANNED PER MAIN CONFERENCE DAY (Up to 3 Days)

AACL-IJCNLP 2020	\$ 300 USD
ACL 2020	\$ 300 USD
EMNLP 2020	\$ 300 USD
3-PACK	\$ 720 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 480 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 480 USD
2-PACK: ACL + EMNLP	\$ 480 USD

**Benefits:**

- One exhibition space up to 3.0 m wide x 2.0 m deep

### DIVERSITY & INCLUSION CHAMPION

AACL-IJCNLP 2020	\$ 2,500 USD
ACL 2020	\$ 12,000 USD
EMNLP 2020	\$ 8,600 USD
3-PACK	\$ 18,480 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 11,600 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 8,880 USD
2-PACK: ACL + EMNLP	\$ 16,480 USD

#### Benefits:

- Support researchers with families through childcare subsidies
- Enable accommodations for researchers with disabilities (e.g., vision assistance, sign language interpreting, mobility assistance)
- Subsidize attendance for researchers with financial hardship
- Subsidize attendance for first-time attendees from underrepresented regions and groups
- Enable onsite mentoring activities for students and junior researchers
- Enable remote participation for researchers who are unable to travel due to visa restrictions, physical disabilities, or family responsibilities
  
- Acknowledgement at commencement of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- Inclusion of company logo in D&I Champion section on large, prominently displayed banner
- Inclusion of company logo on sign at entrance to D&I allocated spaces and events
- D&I Champion sign at your exhibition space (if any)
- Acknowledgement of your company to students and junior researchers benefiting from D&I mentoring activities
- Acknowledgement of your company to each participant who is notified of receiving subsidies or special accommodations

### DIVERSITY & INCLUSION ALLY

AACL-IJCNLP 2020	\$ 1,450 USD
ACL 2020	\$ 7,000 USD
EMNLP 2020	\$ 5,000 USD
3-PACK	\$10,760 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 6,800 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 5,200 USD
2-PACK: ACL + EMNLP	\$ 9,600 USD

#### Benefits:

- Support researchers with families through childcare subsidies
- Enable accommodations for researchers with disabilities (e.g., vision assistance, sign language interpreting, mobility assistance)
- Subsidize attendance for researchers with financial hardship
- Subsidize attendance for first-time attendees from underrepresented regions and groups
- Enable onsite mentoring activities for students and junior researchers
- Enable remote participation for researchers who are unable to travel due to visa restrictions, physical disabilities, or family responsibilities

- Acknowledgement at commencement of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- Inclusion of company logo in D&I Ally section on large, prominently displayed banner
- Inclusion of company logo on sign at entrance to D&I allocated spaces and events
- D&I Ally sign at your exhibition space (if any)

### DIVERSITY & INCLUSION CONTRIBUTOR

AACL-IJCNLP 2020	\$ 770 USD
ACL 2020	\$ 4,000 USD
EMNLP 2020	\$ 2,850 USD
3-PACK	\$ 6,160 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 3,820 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 2,900 USD
2-PACK: ACL + EMNLP	\$ 5,500 USD

#### Benefits:

- Support researchers with families through childcare subsidies
  - Enable accommodations for researchers with disabilities (e.g., vision assistance, sign language interpreting, mobility assistance)
  - Subsidize attendance for researchers with financial hardship
  - Subsidize attendance for first-time attendees from underrepresented regions and groups
  - Enable onsite mentoring activities for students and junior researchers
  - Enable remote participation for researchers who are unable to travel due to visa restrictions, physical disabilities, or family responsibilities
- Acknowledgement and hyperlink on conference website
  - Inclusion of company logo in D&I Contributor section on large, prominently displayed banner
  - D&I Contributor sign at your exhibition space (if any)

### SPONSORSHIP of STUDENT VOLUNTEERS

AACL-IJCNLP 2020	\$ 3,000 USD
ACL 2020	\$ 9,000 USD
EMNLP 2020	\$ 7,000 USD
3-PACK	\$15,200 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 9,600 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 8,000 USD
2-PACK: ACL + EMNLP	\$13,000 USD

#### Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Your logo on all T-shirts worn by Student Volunteers (design of T-shirt in cooperation with local organizers)
- Acknowledgement of your support for the Student Volunteers to attend the Social Event or Poster Dinner
- Complimentary registration for one (1) company representative

### SOCIAL EVENT OR POSTER SESSION DINNER SPONSOR

AACL-IJCNLP 2020	\$ 2,500 USD
ACL 2020	\$ 7,500 USD
EMNLP 2020	\$ 5,000 USD
3-PACK	\$12,000 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 8,000 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 6,000 USD
2-PACK: ACL + EMNLP	\$10,000 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in conference bags (up to two items)
- Opportunity for company banner to be hung in the Social Event or Poster/Dinner venue
- Opportunity to provide attendee gifts at the Social Event or Dinner
- May invite up to 5 complimentary guests to the Social Event or Dinner

### SOCIAL EVENT ENTERTAINMENT SPONSOR

AACL-IJCNLP 2020	\$ 1,500 USD
ACL 2020	\$ 3,500 USD
EMNLP 2020	\$ 2,500 USD
3-PACK	\$ 6,000 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 4,000 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 3,200 USD
2-PACK: ACL + EMNLP	\$ 4,800 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for company banner to be hung in Social Event venue
- May invite up to 2 complimentary guests to the Social Event

### WELCOMING RECEPTION SPONSORSHIP

AACL-IJCNLP 2020	\$ 1,500 USD
ACL 2020	\$ 4,500 USD
EMNLP 2020	\$ 3,500 USD
3-PACK	\$ 7,600 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 4,800 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 4,000 USD
2-PACK: ACL + EMNLP	\$ 6,400 USD

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for company banner to be hung in Reception venue
- May provide additional entertainment at the Reception (in consultation with the organizers)
- May invite up to 5 complimentary guests to the Reception

**SPONSORSHIP of WIRELESS INTERNET**

AACL-IJCNLP 2020	\$ 5,000 USD
ACL 2020	\$ 5,000 USD
EMNLP 2020	\$ 5,000 USD
3-PACK	\$12,000 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 8,000 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 8,000 USD
2-PACK: ACL + EMNLP	\$ 8,000 USD

## Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for promotional material to be displayed in foyers / at hotspots
- Complimentary registration for one (1) company representative

**PROMOTIONAL MATERIAL****HALF PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET**

AACL-IJCNLP 2020	\$ 400 USD
ACL 2020	\$ 1,000 USD
EMNLP 2020	\$ 800 USD
3-PACK	\$ 1,760 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 1,120 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 960 USD
2-PACK: ACL + EMNLP	\$ 1,440 USD

**QUARTER PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET**

AACL-IJCNLP 2020	\$ 200 USD
ACL 2020	\$ 500 USD
EMNLP 2020	\$ 400 USD
3-PACK	\$ 880 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 600 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 560 USD
2-PACK: ACL + EMNLP	\$ 720 USD

**CONFERENCE BAG INCLUSION (PER ITEM)**

AACL-IJCNLP 2020	\$ 250 USD
ACL 2020	\$ 500 USD
EMNLP 2020	\$ 400 USD
3-PACK	\$ 920 USD
2-PACK: AACL-IJCNLP 2020 + ACL	\$ 600 USD
2-PACK: AACL-IJCNLP 2020 + EMNLP	\$ 520 USD
2-PACK: ACL + EMNLP	\$ 720 USD

## Benefits:

- Promotional material insert in conference bags (one item, such as one flyer, toy or gadget)



**SPONSORING EVENTS IS EASY!  
CONTACT ANY OF THE FOLLOWING PEOPLE  
TO BECOME A SPONSOR!**

**Americas Sponsorship Chair:**

Mohit Bansal [mbansal@cs.unc.edu](mailto:mbansal@cs.unc.edu)

**Local Sponsorship Chair within the Seattle area:**

Hoifung Poon [hoifung@microsoft.com](mailto:hoifung@microsoft.com)  
Kristina Toutanova [kristout@google.com](mailto:kristout@google.com)

**European Sponsorship Chair:**

TBD

**Asia and Pacific Rim Sponsorship Co-Chairs:**

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Yusuke Miyao [yusuke@is.s.u-tokyo.ac.jp](mailto:yusuke@is.s.u-tokyo.ac.jp)

**EMNLP 2020 Local Sponsorship Chair (Dominican Republic):**

TBD

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